

What is Claimed:

- 1 1. A chewable flavor delivery system comprising in combination:
2 a carrier consisting of an edible cellulosic plant material dried to a
3 moisture content of at or below 8% by weight; said plant material having at least 30%
4 intact cell walls;
5 a water soluble but not water containing flavoring ingredient in liquid
6 form and capable of entering said cell walls of said plant material; and
7 an effective amount of a food safe humectant.
- 1 2. A delivery system according to claim 1, wherein said cellulosic
2 plant material is formed into strands.
- 1 3. A delivery system according to claim 1, wherein said cellulosic
2 material is in a granular form.
- 1 4. A delivery system according to claim 3, wherein said cellulosic
2 material is sized to pass a 16 mesh and be retained on a 30 mesh screen of a U.S.
3 Standard Sieve Series of screens.
- 1 5. A delivery system according to claim 4, wherein said cellulosic
2 material is sized to pass a 16 mesh screen and be retained on a 20 mesh screen.
- 1 6. A delivery system according to claim 4, wherein said cellulosic
2 material is sized to pass a 20 mesh screen and be retained on a 30 mesh screen.
- 1 7. A delivery system according to claim 1, wherein said humectant is
2 selected from the group consisting of propylene glycol and glycerin.
- 1 8. A delivery system according to claim 1, including a minor amount
2 of a sweetening agent.
- 1 9. A delivery system according to claim 1, wherein said cellulosic
2 plant material is freeze dried green cabbage classified as *Brassica oleracea capitata*.
- 1 10. A flavor delivery system comprising in combination:

a heat sealable paper pouch adapted to be placed in the mouth of a user;
and

a mixture comprising an edible cellulosic plant material having at least 30% intact cells, a flavoring ingredient, incorporated into said plant material and a humectant, inserted into said paper pouch.

11. A flavor delivery system according to claim 10, wherein said cellulosic material is in a granular form.

12. A flavor delivery system according to claim 11, wherein said cellulosic material is sized to pass a 16 mesh and be retained on a 30 mesh screen of a U.S. Standard Sieve Series of screens.

13. A flavor delivery system according to claim 12, wherein said cellulosic material is sized to pass a 16 mesh screen and be retained on a 20 mesh screen.

14. A flavor delivery system according to claim 12, wherein said cellulosic material is sized to pass a 20 mesh screen and be retained on a 30 mesh screen.

15. A flavor delivery system according to claim 10, wherein said humectant is selected from the group consisting of propylene glycol and glycerin.

16. A flavor delivery system according to claim 10, including a minor amount of a sweetening agent.

17. A flavor delivery system according to claim 10 wherein, said cellulosic plant material is freeze dried green cabbage classified as Brassica oleracea capitata.

18. An oral tobacco substitute comprising in combination:
an edible cellulose plant material dried to a moisture content at or below 8% by weight, said plant material having at least 30% intact cell walls;

a water soluble but not water containing flavoring ingredient in liquid form and capable of entering said cell walls of said plant material; and

an effective amount of a food safe humectant.

19. A tobacco substitute according to claim 18, wherein said cellulosic plant material is formed into strands.

20. A tobacco substitute according to claim 18, wherein said cellulosic material is in a granular form.

21. A tobacco substitute according to claim 20, wherein said cellulosic material is sized to pass a 16 mesh and be retained on a 30 mesh screen of a U.S. Standard Sieve Series of screens.

22. A tobacco substitute according to claim 21, wherein said cellulosic material is sized to pass a 16 mesh screen and be retained in a 20 mesh screen.

23. A tobacco substitute according to claim 21, wherein said cellulosic material is sized to pass a 20 mesh screen and be retained on a 30 mesh screen.

24. A tobacco substitute according to claim 18, wherein said humectant is selected from the group consisting of propylene glycol and glycerin.

25. A tobacco substitute according to claim 18, including a minor amount of a sweetening agent.

26. A tobacco substitute according to claim 18, wherein said cellulosic plant material is freeze dried green cabbage classified as Brassica oleracea capitata.

27. A tobacco substitute comprising in combination:

26 to 46 percent by weight cellulosic plant material having at least about 30% intact cell walls;

29 to 53% by weight humectant;

11 to 14% by weight being one of coffee or caffeine

0.7 to 1% by weight sweetening agent; and

5 to 10% by weight flavoring ingredient other than tobacco.

28. A tobacco substitute according to claim 27, wherein said cellulosic plant material is freeze dried green cabbage classified in *Brassica oleracea capitata*.

29. A tobacco substitute according to claim 28, wherein said cabbage is in granular form.

30. A tobacco substitute according to claim 29, wherein said cabbage granulars are sized to pass a 16 mesh and be retained on a 30 mesh screen of a U.S. Standard Sieve Series of screens.

31. A tobacco substitute according to claim 30, wherein said cellulosic material is sized to pass a 16 mesh screen and be retained on a 20 mesh screen.

32. A tobacco substitute according to claim 30, wherein said cellulosic material is sized to pass a 20 mesh screen and be retained on a 30 mesh screen.

33. A tobacco substitute according to claim 28, wherein said cabbage is formed into strands.

34. A tobacco substitute according to claim 28, including up to 1% by weight tobacco flavoring.

35. A tobacco substitute according to claim 28, including an effective amount of a coloring agent to give said cellulosic material to appearance of chewing tobacco.